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DOUGLAS COUNTY'S SOCIAL MARKETING PROGRAM REACHES OUTDOOR RECREATION AND LIFESTYLE MANUFACTURERS

County Launches its Ascent Douglas Initiative

MINDEN, Nev. (July 29, 2010)—Take your business to the top in Douglas County, Nevada. That's the message economic development planners in Douglas County, with the support of the Northern Nevada Development Authority (NNDA), are delivering through a dynamic social marketing program designed to reach outdoor retail and lifestyle manufacturers. The goal, to get businesses to look at the area for their business relocation and West Coast expansion needs.

The program combines Nevada's favorable business tax structure, and the attributes of Douglas County, including Carson Valley and Lake Tahoe, emphasizing the incomparable lifestyle and an environment perfect for business growth and real world product trials. The program is titled, Ascent Douglas, and plays off the word *ascent* that is strong in the outdoor industry and strong in business.

"Douglas County has a lot to offer an outdoor recreation and lifestyle manufacturer and their attraction to our area has been supported through our research and discussions with our community," Lisa Granahan, Economic Vitality Manager for Douglas County, said. "During the last several months we've been evaluating and determining what really sets us apart, focusing on 10 years down the road. Our area combined with Nevada's business climate puts Douglas County in a unique position. After all, we're already home to a premier sail manufacturer, a leading surf board developer and manufacturer and Go-Ped, the foremost electric scooter company currently diversifying its product line to meet today's changing economy. We strongly believe we can provide what manufacturers are looking for as well as provide the playground to test it."

The coming out party for this effort takes place during the nation's largest outdoor recreation trade show, Outdoor Retailer, from Aug. 3-6, 2010 in Salt Lake City. A team of five representing economic development, outdoor recreation and social marketing will ascend on Outdoor Retailer to build interest among tradeshow attendees in learning more about Douglas County, Nevada as a new home for their business. The primary focus of the team will be on generating leads and identifying the decision makers, while garnering support for Douglas County, Nevada through a strong social and online presence.

Ascent Douglas has partnered with Outdoor Retailer to develop an online program through a co-branded microsite housed on OutdoorRetailer.com, banner ads, e-news and post-event follow up. The goal of the social program is to research the market, establish a benchmark for future programs and determine opportunities for future development.

With a Facebook, Twitter, Flickr and YouTube presence, Ascent Douglas also has a microsite, AscentDouglas.com, for the program designed to serve as a collector of information from the social outreach as well as a place for information about doing business in the county. For those that are serious about learning more, the site offers an online form and visitors are encouraged to contact either Douglas County or NNDA directly about relocation or new business options.

The social program feeds to the main purpose of the effort, to increase business leads to Douglas County focusing on the outdoor retailer and lifestyle manufacturers. NNDA's Open Source Economic Development model will ensure that leads are tracked and followed up on and relationships are built.

According to Granahan, "We're going to Outdoor Retailer to launch this effort based on our economic vitality action plan that has identified Douglas County's greatest asset as our spectacular natural environment. In addition to Nevada just making good business sense, outdoor recreation and lifestyle manufacturers are a clean industry interested in ensuring quality of life. What better place than Douglas County to help businesses do good by living good."

"We want to create a buzz for Douglas County, Nevada within the outdoor industry and show why we believe our area is perfect for their business," Rob Hooper, Executive Director of the NNDA, said. "Although our primary goal is qualified lead generation and identifying the decision makers, we come backed by our community and the Open Source Economic Development process that has the ability to provide detailed bottom line data about what a relocation or expansion of their business to Nevada would mean in shareholder interest. Yes, we are using social media as the lure but the great bottom line benefits within Douglas County and Nevada are the hook."

Track and join the Ascent Douglas County initiative online by subscribing to the RSS feed at AscentDouglas.com, "liking" Ascent Douglas on Facebook or following on Twitter.

Douglas County's "Ascent Douglas County" initiative has the planned intention of stimulating economic vitality in the county and marketing it as the preferred site for company relocations within the outdoor recreation and lifestyle manufacturers' arena. By utilizing and leveraging current marketing trends and focusing the efforts narrowly toward the target industry, Douglas County with the support of the Northern Nevada Development Authority (NNDA) will effectively align itself toward its strengths while positioning itself as the leading region for business and lifestyle. The efforts of Douglas County supported by the NNDA are designed to be innovative, cutting-edge, attention grabbing and results achieving.

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